

**Life in the Thirteen Colonies  
In-Class Project Evaluation**

Name: \_\_\_\_\_

Colony: \_\_\_\_\_

Category	Possible Points	Points Earned
<b>Quality of Research</b> – depth of information, range of details, relevance of facts, and balance of sources	10	
<b>Accuracy of Research</b> – correct use of historical facts and fulfillment of all research categories	10	
<b>Choice of Facts</b> – interesting selection of convincing and relevant historical details to convince a customer or settler	10	
<b>Advertising Style</b> – sophisticated understanding of media literacy in the message and the point of view of travel advertisements	10	
<b>Effectiveness of Language</b> – dynamic use of advertising words and slogans to catch the viewer's attention and share a perspective	10	
<b>Visual Design</b> – appropriateness of template, value of colors, clarity of pictures, legibility of text and images, and fluency of details	10	
<b>Slogan and Logo</b> – use of branding in designing a unique slogan and logo; catchy, appealing, accurate, and distinct in echoing ideas	10	
<b>Works Cited</b> – Full and appropriate list of electronic research urls and / or books for all facts and images	10	
<b>Educational Value</b> – richness of quality in teaching others about the historical events	10	
<b>Effort in Process</b> – Initiative, focus and appropriate attention during class time	10	
<b>Total</b>	<b>100</b>	